



Mar 29, 2016 17:00 CEST

Sony Bolsters Full-Frame FE Lens Lineup with New 70-300mm High-Resolution Zoom and 50mm F1.8 Prime Lenses

Sony today introduced two new full-frame lenses for their E-mount camera system, the FE 70-300mm F4.5-5.6 G OSS telephoto zoom and 50mm F1.8 prime lens.

The new FE 70-300mm F4.5-F5.6 G OSS zoom lens represents the first Sony  E-mount lens to reach a 300mm focal length, featuring high resolution and excellent overall optical performance throughout the entirety of its range. The new 50mm F1.8 prime lens is extremely compact, lightweight and affordably priced, making it an ideal choice for those looking to explore the benefits of a large aperture prime lens at a reasonable cost.

New FE 70-300mm F4.5 – 5.6 G OSS Telephoto Zoom Lens

Sony's longest reaching E-mount lens to date, the new FE 70-300mm F4.5 – 5.6 G OSS telephoto zoom lens (model SEL70300G) features a state-of-the-art optical design including four aspherical glass elements, two ED (Extra-low Dispersion) glass elements and Sony's Nano AR coating, which all work together to effectively suppress spherical aberration, distortion, and chromatic aberration. This ensures beautiful high-resolution results for both still and video shooting.

The new telephoto zoom lens also features class-leading close-up performance, with a minimum focusing distance of less than 3 feet (0.9m) and a maximum magnification of 0.31x, making it an ideal choice for tele-macro photography. This outstanding close-up performance also factors into the lens' excellent corner-to-corner sharpness.

The versatile zoom lens includes built-in Optical SteadyShot image stabilisation that helps to reduce camera shake, making it easier to capture clear images when shooting handheld. Additionally, the new SEL70300G model has a linear actuator that allows it to achieve fast, smooth and quiet autofocus and is also dust and moisture resistant¹ to ensure reliable operation in harsh outdoor conditions.

New FE 50mm F1.8 Prime Lens

Weighing in at less than 7oz (186g), the new lightweight FE 50mm F1.8 "normal" prime lens (model SEL50F18F) delivers an outstanding blend of performance, compactness and value, making it a perfect choice for hobbyist photographers and videographers looking to experience the benefits of a wide aperture prime lens at an attainable cost.

The lens features a new optical design with an aspherical element that effectively compensates for all forms of aberration, resulting in beautiful, crisp imagery. Additionally, it has a circular aperture with a maximum of F1.8, producing beautiful 'bokeh' in images that allows the subject to stand out against a smoothly defocused background. For extended durability, the new prime lens is built with a solid metal mount.

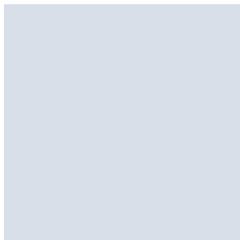
The new FE 70-300mm F4.5 – 5.6 G OSS telephoto zoom lens will be

available in Europe in April for approximately €1450.

The new FE 50mm F1.8 prime lens will also be available in Europe in April for approximately €300.

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

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